

The project is done as a comment to the discourse of gentrification that became omnipotent in the field of urban studies. It represents a personal gentrification project performed in a single inhabited atelier in an unimportant area of the city of Volos, Greece. All areas that could be gentrified are driven if we follow the main stream narrative against gentrification to an idiosyncratic urban isolation. If investment is already a tool to change the value of interesting pieces of the city (for the sake of the real estate business interests) investing private capital in poor areas defines a by definition suspicious procedure since it demands already a change of values and a reconstitution of the area in different terms, always related to this private investment. The contemporary city seems to be more and more fragmented and this project blames the main stream discourse about gentrification as helping this cluster-like structures of the city to prevail; it will conclude to gated communities, ghettos and commercial areas for selected parts of the population. The discourse about gentrification drives to an acceptance of the city conceived as a system of distinct islands; it does not investigate the possibilities of a unifying discourse about the next city rationale's, it keeps and asks for a reenforcement of the division rationale. In this project the atelier becomes a privileged ghetto itself.

The project refers to Florizel, a hero of Robert Luis Stevenson, who entered "bas fonds" and visited the strangest marginal parts of the city, disguised to a local person who could be part of the richness of the life of the poor by hiding his identity that is at the same time included in and excluded from the environment it "belongs" forms the center of this approach. We relate this idiosyncratic disguise to concepts through John Habraken's works in Amsterdam or Aris Konstantinidis idea for an archeological museum in Athens hosted in slightly transformed, invisibly unified existing buildings. Breaking walls and ceilings can be a tool for a new architectures through the introduction of skylights and folding ladders.///This proposed urban multi-store Florizel atelier uses an existing building and does not alter the elevation of a normal semi-finished Greek polykatoikia in order to respect lawfully the norms of the city and the image of the Greek crisis; the building hides its unpredictable spaces and this villa atelier that contradicts the normality of the elevation. The project concerns the intrusion of an ambitious luxury working and living space in the interior of building that included 3 apartments; it is proposed to be transformed into this atelier-villa without announcing this transformation recorded on the building's elevation. The house complex is an obsolete polykatoikia (a typical multi store building in Greece) built in two distinguishable phases. The interior space is transformed into a unified residence while the exterior of the building is left untouched. The atelier space is divided in two levels that function separately; they are unified by an elevator that where a first double bed of the residence is placed: the elevator is a moving elementary bedroom. We use in many

The Florizel building

cases FALKO's roof windows, skylights and folding ladders that are very useful for such space's transformations. The parking place is found into the ground level of the residence, transforming the car to a sculpture visible from the swimming pool area and the ground floor atelier's space organized with two parallel working desks. The working experience is also facilitated for "immaterial labor" with the use of laptops in different sitting areas, similar to simple lounge spaces or living rooms. ///The project reconciles the contradiction between a critique of the rigid theology-like discourse against gentrification and an ironic view to it since this idiosyncratic, personal intrusive project is here operated in secret. The elevation of the building to the city is performed as a mimetic, scenographic repetition of the same elements of an existing building while the internal part of the existing structure is totally transformed with the introduction of an elevator, folding ladders and some roof windows.



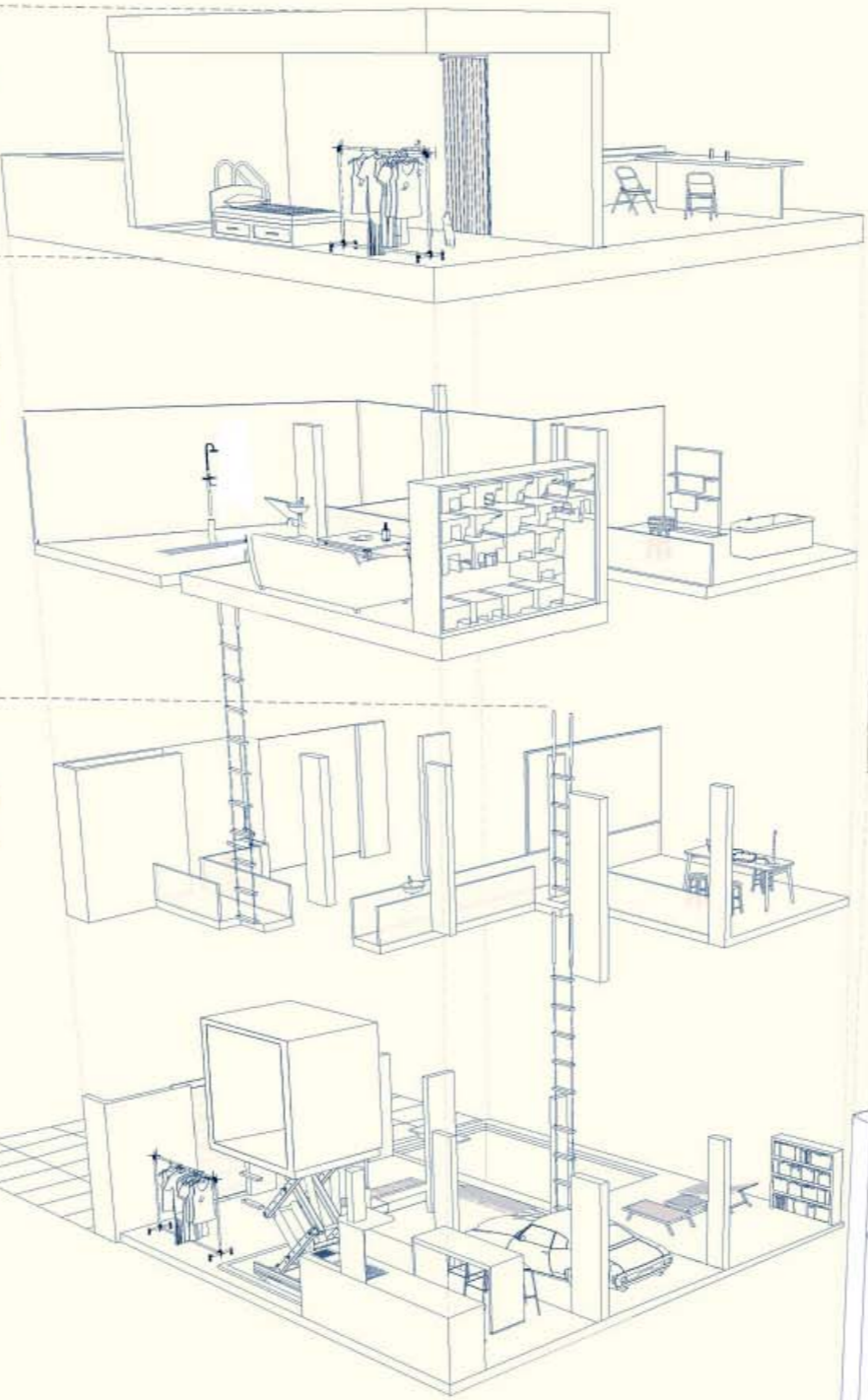
Flat Roof Window
Type F



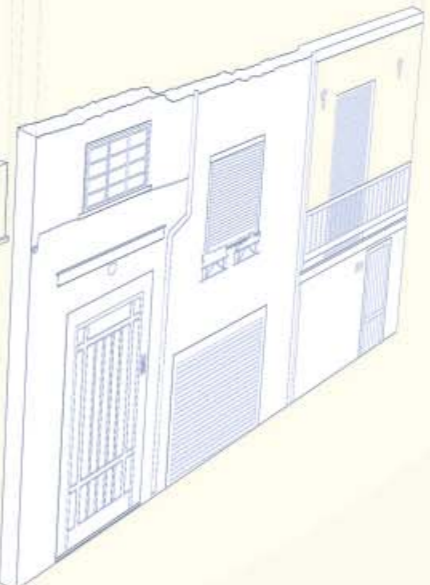
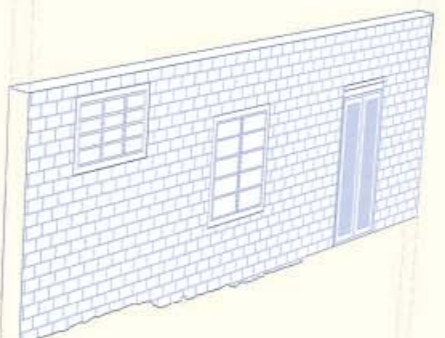
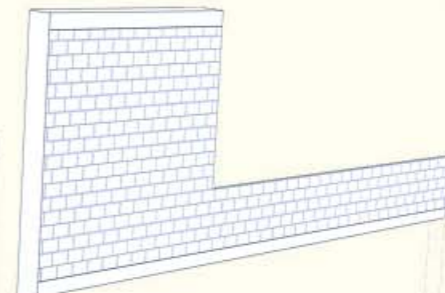
Folding
Loft
Ladder



Folding
Loft
Ladder



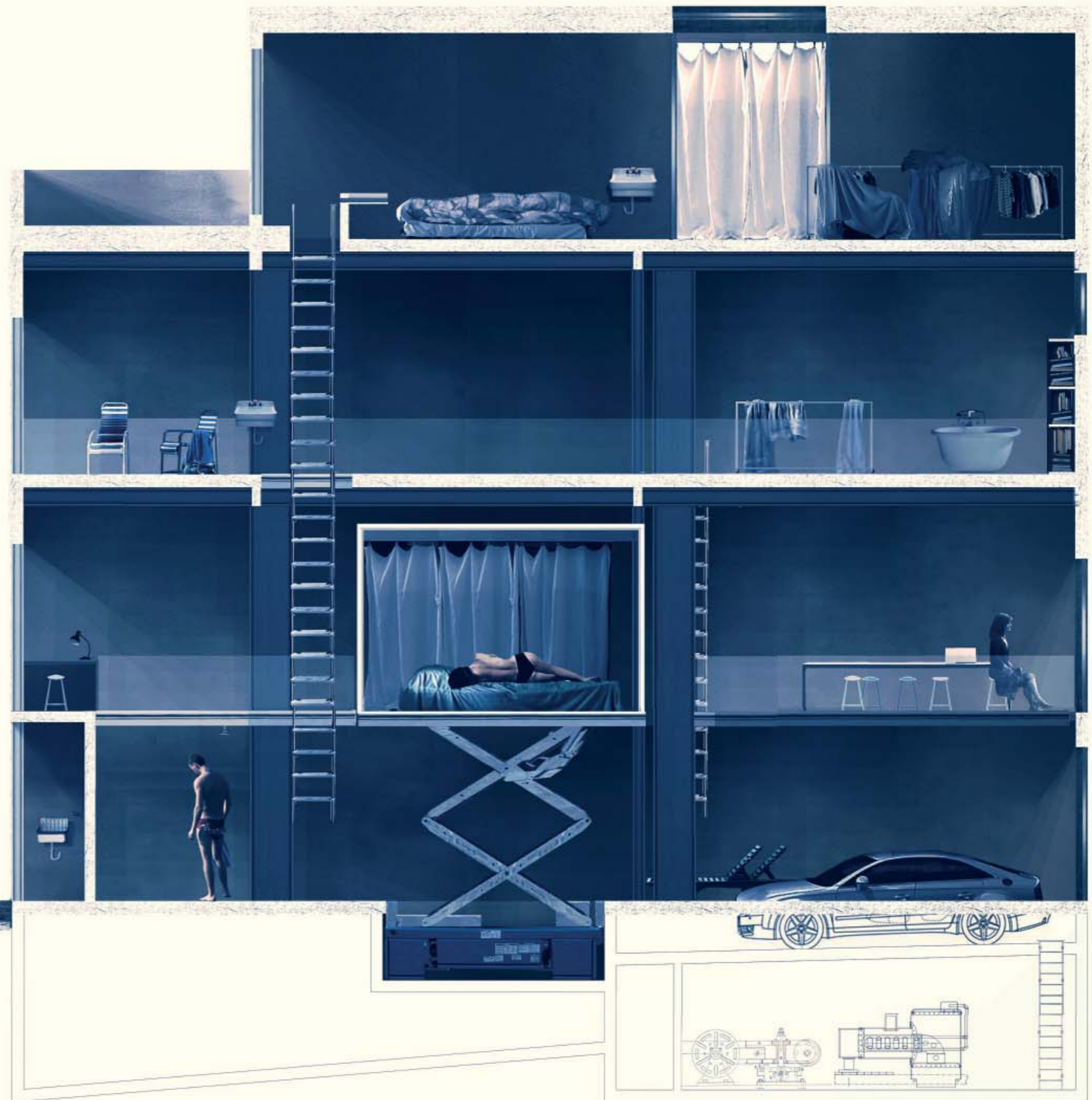
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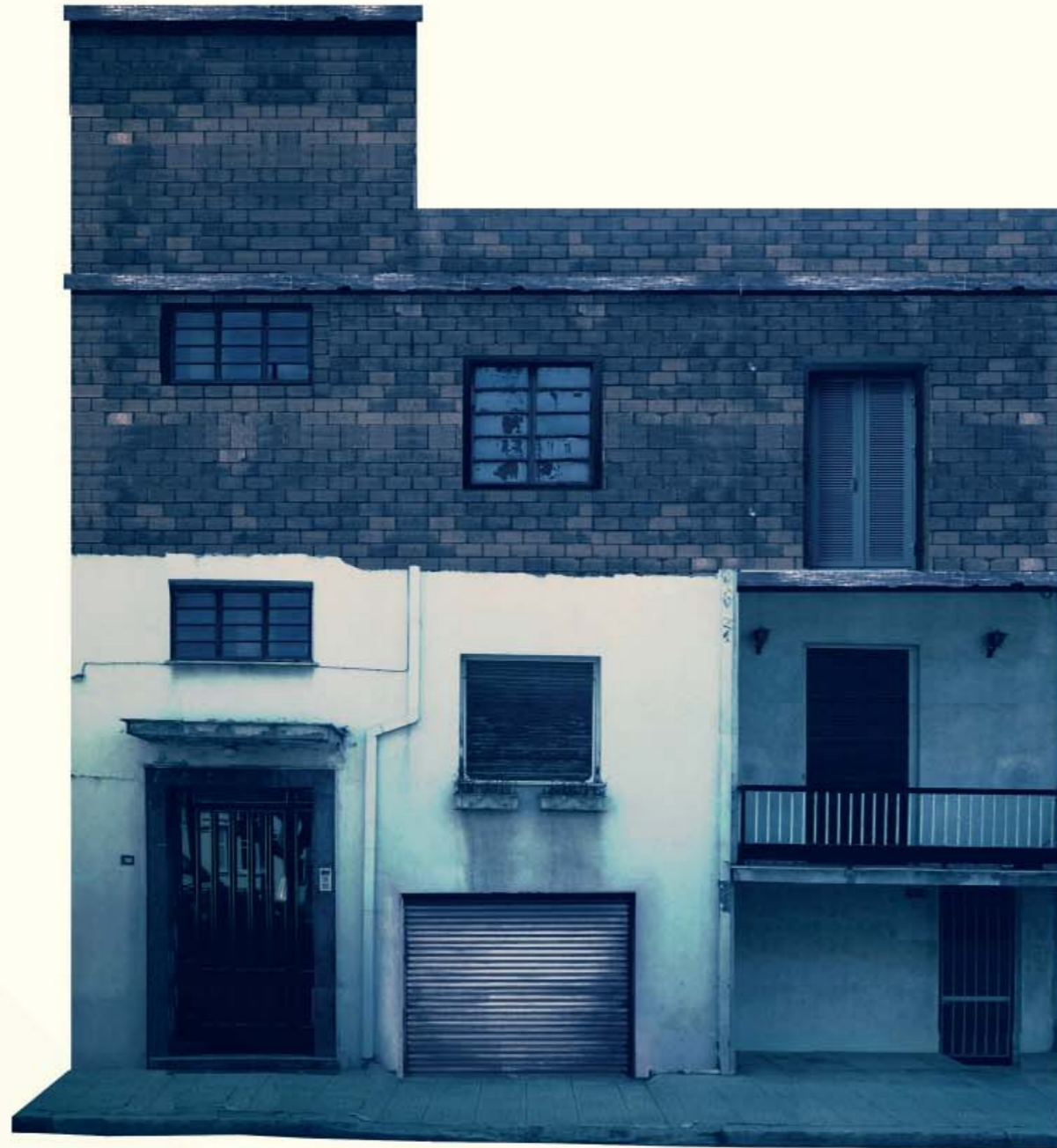


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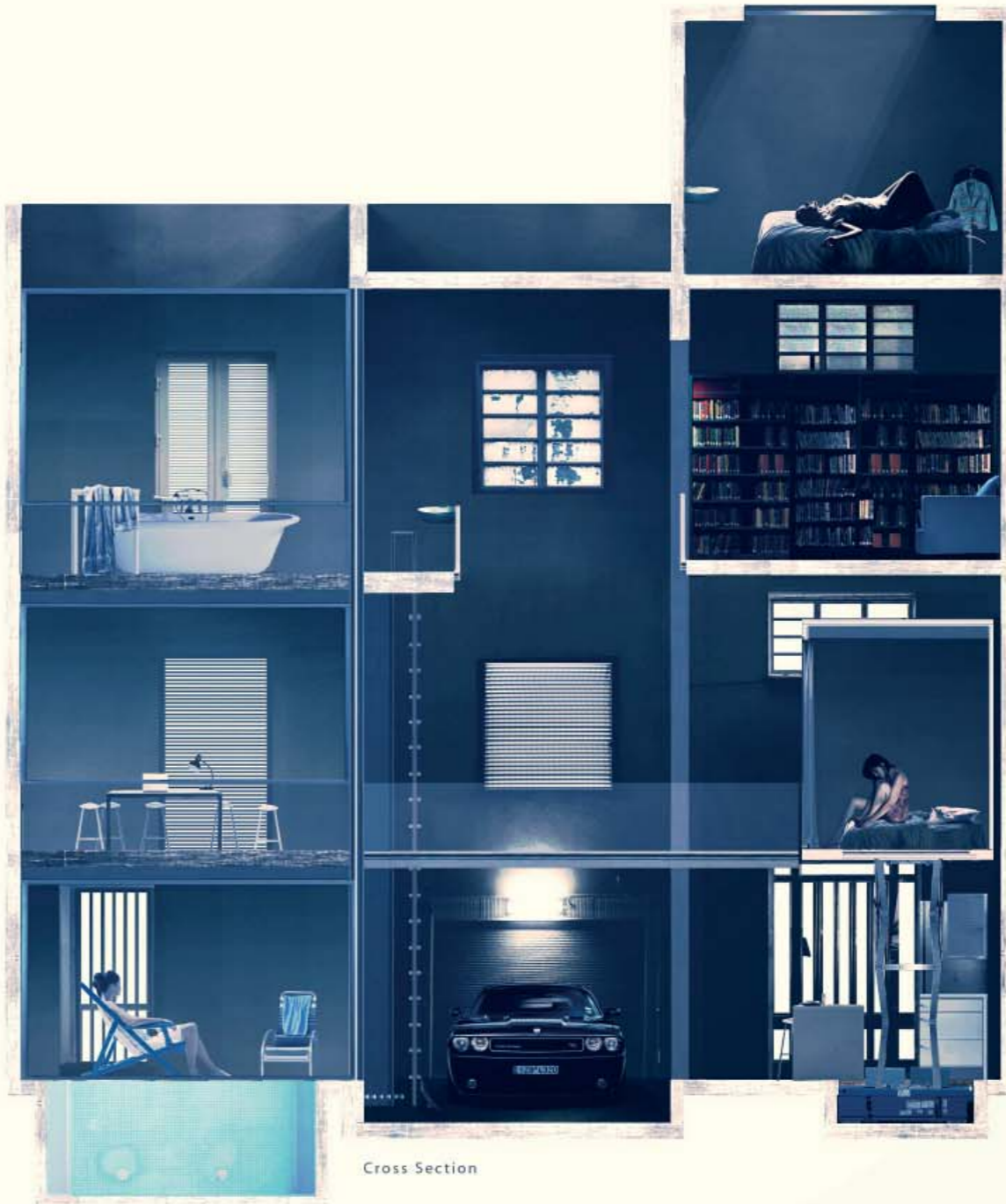


Longitudinal Section





Front Elevation



Cross Section